

MENACE TO ALL

Giant Mail Order Concerns
Are Sapping Country of
Its Wealth.

SMALLER TOWNS CRUSHED

By Assisting in the Centralization
of Wealth, Patrons of These In-
stitutions Contribute to Their
Own Injury.

(Copyright, 1906, by Alfred C. Clark.)
Every year millions upon millions of
dollars and their way from the towns,
villages and rural districts of the coun-
try to the coffers of the mail order
houses in the cities, and go to the up-
building of enormous institutions in
the centers of population. Naturally,
the sources from which the contribu-
tions are made suffer accordingly.

Figures even tell a better story than
words. Here are figures which tell
a story so stupendous that its full sig-
nificance cannot be grasped in a mo-
ment, but the mere sight of which are
awe inspiring:

In the year 1905 two mail order
houses, located in Chicago, did a busi-
ness amounting in round numbers to
\$50,000,000. In the year 1904 these
same concerns did a business of about
\$62,000,000, a gain of \$12,000,000,
or nearly 20 per cent. in a single year
being thus exhibited.

These figures represent the sale last
year of one dollar's worth of merchan-
dise for every man, woman and child
in the country by two catalogue houses
alone, and those operating from the
same central point. Dozens more of
varying size and importance are oper-
ating all over the country from coast



The "Man Behind the Plow" last year contributed a large portion of the vast number of millions which found order houses. The smaller communities to which it belonged, and which were thus deprived of it, suffered accordingly.

to coast and from border to border.

A fact not generally known is that
hundreds of concerns throughout the
country which now are doing business
through the regular trade channels are
awaiting only a parcels post law to
unleash literature, already prepared
in many instances, which would pre-
fect them into the mail order field, and
this does not take into account the
hundreds and perhaps thousands of
entirely new mail order concerns
which inevitably would spring into ex-
istence under such friendly auspices.

The two Chicago institutions re-
ferred to, already occupying immense
buildings, found themselves cramped
for room. One of them expended not
less than \$1,000,000, and probably more,
for a new home. The other lately has
expended at least \$1,000,000 for an im-
mense new building.

Anyone who will reflect even casual-
ly on the subject must become im-
pressed that the influence of the mail
order business is toward the central-
ization of wealth, and how enormous
a part it is playing in this direction
will be understood from a second
glance at the figures which have been
given above.

It is due to himself that every patron
of the mail order house should inquire
honestly of himself what the final out-
come is to be if the mail order busi-
ness shall continue to make the great
strides which have marked its prog-
ress during the last half decade.

It is useless to repeat the well worn
argument of the mail order concerns
that they are selling goods enough
more cheaply than the merchants in
the regular channels of trade to leave
their customers more money than
ever to devote to home enterprises
and institutions. The fallacy of this
statement has been proved over and
over again by actual and minute com-
parisons of goods, as to their quality
and prices. To refute it finally and
indisputably it is necessary only to
ask the reliable business men of any
of the smaller communities to show
the evidence from their books and ac-
counts of the harm the mail order
habit is doing their communities.

It is a truth as old as the hills and
as certain as the rising and setting of
the sun that no country or section of
a country can prosper unless the peo-
ple as a whole shall be prosperous.
Such general prosperity as may exist
cannot be retained if the institutions
of the already larger and wealthier
communities are to continue to be
built up by contributions that should
be spent at home from the thousands
of smaller communities.

The need of the country, a desper-
ate need upon which the welfare of
the individual depends, as for the
upbuilding and continued progress of
the smaller communities, so that the
wealth of the country may be distrib-
uted over the entire country, and not
congested and controlled in large

amounts in a comparative few centers
of population.

Therefore, the man who sends away
from his own community money which
he might have spent at home and per-
mitted a fair profit to the home mer-
chant to be retained there for the
benefit of the community, is injuring
his community, and thereby the pros-
pects for his own future prosperity.

In a large number of instances he is
doing more than this. Unwittingly, or
unthinkingly, perhaps, he is violating
his own principles of right and justice,
for, at the expense of his own com-
munity, he is needlessly contributing
profits to the capitalistic combinations
which he continuously cries out are
menacing the country.

The mail order giants direct their
energies particularly toward the peo-
ple of the smaller towns and the agri-
cultural districts. In hundreds of
thousands of the homes of these the
catalogue of the mail order house is as
regularly received as the home paper.
The man on the farm last year sent a
very large portion of eighty millions
of dollars to two of these institutions,
in one community, alone.

In all sincerity we ask: Admitting,
purely for the sake of the argument,
that the farmer or the resident of the
small community can save a few dol-
lars on some of his purchases, or even
that he could do so on all of them, can
he afford to continue to impoverish
his own community, upon which his
own prosperity, the very value of his
land depends?

If he will ask himself this question
and consider it soberly and fairly in
all of its phases, including the many
which cannot be touched upon within
the limits of a single article, we think
his answer must be that he cannot.

The wonderful productivity of this
country has been sufficient to over-
come the various adverse economic in-
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"getting along pretty well." While the
increasing flow of golden millions from
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ties, it has not yet occasioned a great
disaster. The test will come with the
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When this time arrives those com-
munities will best stand the test which
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THOUSANDS RENDERED HOMELESS.

RIVER CONTINUES TO RISE ALL
ALONG ITS COURSE.

It is Not Expected That Stage of
Water Will Reach That
of 1884.

Cincinnati, Jan. 18.—At midnight
the following bulletin was issued:
"The river situation is becoming
critical, and there is no end of the rise
in sight in the Ohio river at the present
time. Should these peculiar weather
conditions last much longer we will
have a flood beyond the ordinary. The
river is above the flood stages through-
out the district, and, with present con-
ditions, will continue rising for several
days. At Cincinnati it will pass 60 feet
Friday night, and continue rising Sat-
urday."

The following is the hourly stages of
the river: At 6 p. m., 58 feet 2 inches;
7 p. m., 58.4; 8 p. m., 58.5; 9 p. m.,
58.6; 10 p. m., 58.7; 11 p. m., 58.8; 12
p. m., 58.9; 1 a. m., 58.10; 2 a. m., 59;
3 a. m., 59.1.

With relentless force the Ohio river
continues to rise, and by Friday morn-
ing a stage of 60 feet will be reached
by the rushing waters.

The seriousness of the situation is
apparent on all sides. House dwellers,
factory owners and business men are
moving their valuables to places of
safety.

The Ohio river continues to rise all
along its course, and the worst is yet
to come. Thousands of people are
homeless and the property loss caused
by the flood will foot up an enormous
figure.

It is all but a certainty that the flood
will not reach 71 feet, three-quarter
inches, the stage attained in the famous
flood of 1884, which holds the record
for floods in Cincinnati.

Rivermen who have watched the
Ohio closely for years are of the opin-
ion that the rise will continue until
Saturday night.

All agree that 65 feet will be the
limit.

The most pathetic sight were the ex-
iled families who were driven out from
their homes by the sweeping waters.

Many of them had only time to seize
a few personal belongings and flee be-
fore their houses were inundated.

They were helpless to do anything
except to watch the rising waters and
look up at the lowering heavens and
pray that the rain would stop. Despair
was written upon their faces. It was
hopeless to gaze at either the sky or
the river, for neither promised any re-
lief.

Measures have been taken to relieve
the destitution that prevails.

Fear Flood Stage of 1884.

Louisville, Jan. 18.—It is predicted
that the river here will equal the flood
stage of 1884.

Rivers and creeks in Kentucky are
raging and much damage has been
done.

Many small towns on smaller rivers
are threatened with inundation and
families are moving out their goods.

Rain has fallen in Louisville almost
daily for three weeks, and the Ohio
which has been rising rapidly, began
to creep toward Main street into the
wholesale district running parallel
with the stream.

The weather bureau announced that
the river will continue to rise for the
next several days, probably reaching a
stage of 35 feet, which is seven feet
above the danger line, by Sunday.

Traffic from the south and east were
from two to 11 hours behind schedule
in reaching Louisville. A bridge near
Leon, Ky., was carried away.

MOTHER AND BABE

Swept into the Current and Drowned
Before Husband's Eyes.

Pittsburg, Pa., Jan. 18.—Seeking
to escape the swirling waters that were
creeping up to their home, Jacob
Blakey, wife and two sons attempted
to ford East Pike river, in Washington
county, but their team became terri-
fied and their wagon was overturned.
The mother, with her 2-year-old babe
clashed in her arms, perished. Blakey
and the remaining son sought to save
them, but were swept down stream,
narrowly escaping with their own
lives. The horses were drowned.

Fears Impressed Jury.

Hattiesburg, Miss., Jan. 18.—The
mysterious circumstances surrounding
the death of Mrs. Dora McCroary was
cleared by the finding of the coroner's
jury that she committed suicide. The
young woman was found dead in bed
with a bullet hole in her head. The
husband's tears and many confessions
impressed the jury and they returned
a verdict as above stated.

Korean Students Destitute.

Tokyo, Jan. 18.—Twenty-one Korean
students here are destitute owing to
cessation of aid from their homes.
They have sent a petition to the gov-
ernment at Seoul inclosing a finger
cut from a hand of each student.

A Cup for Roosevelt.

St. Petersburg, Jan. 18.—Gen. Ar-
thur Tchern Spiridovich, president of
the Pan-Slavic league, is to leave for
Washington to present to President
Roosevelt, on behalf of the league, a
cup for his services in bringing about
the Portsmouth conference.

Shipping Bill Endorsed.

Washington, Jan. 18.—The National
Board of Trade before adjournment
adopted a resolution giving its ap-
proval to the shipping bill now pending
before the house of representatives.
Other measures were also endorsed.

Wages Advanced.

Pittsburg, Jan. 18.—The American
Sheet and Tin Plate Co. announces
an advance of 2 per cent. in wages
to all hot mill tonnage employees. It
is probable that sheet mill tonnage
men will receive an advance of 2.5
per cent. about March.

To Save Zion.

Waukegan, Ill., Jan. 18.—It is stat-
ed from Zion City that the owners of
the required 76 per cent. of Zion
stock have agreed to Receiver Hat-
tley's plan for reorganization and will
turn over their stock for that purpose.

Our Pattern Department

A STYLISH LITTLE DRESS.



Pattern No. 5671.—Simple little
dresses in yoke effect, and having a
full blouse waist, are exceedingly well
liked for the growing girl, and are
very becoming. The illustration shows
a development in red and black check.
The yoke and cuffs are made of plain
red material, trimmed with black
soutache braid, put on in a fanciful
design. Most of the season's materials
are appropriate, such as challis, cash-
mere, albatross, linen and gingham.
For a girl of 12 years four and three-
eighths yards of material 36 inches
wide will be required. Sizes for 8,
10, 12 and 14 years.

This pattern will be sent to you on
receipt of 10 cents. Address all orders
to the Pattern Department of this paper.
Be sure to give size and number of pat-
tern wanted. For convenience, write
your order on the following coupon:

No. 5671.
SIZE
NAME
ADDRESS

A QUAIN LITTLE FROCK.



Pattern No. 5699.—This dainty lit-
tle dress in Empire style is charm-
ingly quaint and is one of the pret-
tiest yet shown for the tiny tots.
Box plaits are laid in the upper part
of the front and back, the fullness
of the back being held in place by
broad ties of the material. The
sleeves are in the fashionable three-
quarter length finished by narrow
bands. Nainsook is represented in
the illustration, but china silk, lawn,
dimity and gingham are all suitable
to the mode. For a child of five years
two and five-eighths yards of mate-
rial 36 inches wide will be required.
Sizes for 2, 3, 4, 5 and 6 years.

This pattern will be sent to you on
receipt of 10 cents. Address all orders
to the Pattern Department of this paper.
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tern wanted. For convenience, write
your order on the following coupon:

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RUDE TO HER.

They were on their honeymoon. He
had bought a catboat, says a writer in
the New York Evening Post, and had
taken her out to show her how well
he could handle it. He had put her
to test the sheet. A puff of wind
came.

"Let go that sheet!" he shouted, in
no uncertain tones.
There was no response.

"Let go that sheet quick!" he re-
peated.

Still there was no movement. A few
minutes later, when both were cling-
ing to the bottom of the overturned
boat, he said:

"Why didn't you let go that sheet
when I told you to, dear?"

"I would have," sobbed the bride,
"if you had not been so rough about
it. I am sure you would not have let
me go if you had not been so rough
about it."

English Princesses.

Queen Victoria had 21 grand-daugh-
ters, and of this number only four re-
main single. They are Princess Victo-
ria of England, Princess Beatrice of
Saxe-Coburg, Princess Patricia of Con-
naught and Princess Victoria of
Schleswig-Holstein.

Improvident East India.

India is a nation of pawnshops. The
Hindus will put in pledge their lands,
oxen, jewelry, and even their children.

WITH THE SINEWS OF WAR

And in Oilskin Overalls, Mr. Sweeney
Went Forth Rejoicing.

It came upon Mr. Anthony Sweeney,
ironworker, standing at 100th street
and Second avenue, yesterday after-
noon that if he would maintain the al-
coholic status of the celebration some-
thing must be done at once in the
financial line, says the New York
Herald.

Sweeney slightly, he ran over in his
mind his friends and the barkeepers
he knew, with a view to monetary
negotiations. The outlook was positi-
vely unpromising. He had not one
penny anywhere. His watch, a pin
and several other trinkets had gone
long ago.

Over across the street was a paw-
broking establishment he was wont to
patronize on occasion. A great idea
came to him. He stiffened up, thought
a moment and then headed for the
place.

There was the usual late Saturday
afternoon crowd in the establishment.
Mr. Sweeney steered a delicate course
through the patrons into a little cubby-
hole marked "private box." Several
minutes later he thrust forward a
pawable article and demanded:—
"Two dollars on 'em."

"What, two dollars—two dollars on
those, I couldn't do it—look, it's cot-
ton, it's old—one dollar and fifty
cents, and then I'm giving away
money."

Mr. Sweeney took the money. As
he went out into the store there was
a gasp. Making toward the door was
Mr. Sweeney, clad as usual as to his
coat, vest, hat and shoes, but the in-
tervening space showed a scarcity of
clothing.

"Come back! You can't go out that
way!" asserted the pawnbroker.
"Here take back your pants and give
me back my dollar and a half."

"I will not," answered Mr. Sweeney,
calmly.

There was great excitement as Mr.
Sweeney hid himself behind a show-
case for further diplomatic conference.
Finally a pair of oilskin overalls were
handed out, and Mr. Sweeney put
them on and walked out into the
world.

"I hope they freeze you!" was the
pawnbroker's parting shot.

Way-Bill Told Truth.

A scientific gentleman in Washing-
ton recently returned from South
America, bringing with him, not as the
fruits of his labors, but merely for the
purpose of science, a collection of Pat-
agonian skulls.

At New York the customs officers
opened the chest containing the skulls,
duly inspected them and informed the
scientist that the consignment must
be classed as animal bones, and as
dutiable at 30 cents per pound.

Whereupon the scientific gentleman
expressed great indignation. After some
parley the customs people agreed to
submit the matter to the treasury de-
partment in a way they suggested. The
result was that the way-bill was altered
to read as follows:

"Chest of native skulls. Personal
effects, already worn."

Shoes Made in Quick Time.

"These two-and-a-half shoes," said
the salesman, "were made in 28 mi-
nutes. All our shoes are turned out in
that time."

"You ought to see our plant. There
are 116 men there. Everything is ma-
chine—no handwork for us."

"From the time the leather is laid
on the cutting board it takes two mi-
nutes to cut it out, eight minutes to
stitch it and two minutes to put in the
lasts. In eight minutes more the soles
are sewed on, in six minutes the edge-
setting and farewell touches are com-
pleted, and in two minutes the shoes
are inserted and the shoes packed.
Total, 28 minutes."

"Think of that," said the salesman.
"And yet I know people who still pay
\$12 and \$15 a pair for their shoes be-
cause, being handmade, they last a
little longer and look a little better."

China's Tea Trade Declining.

Some interesting statistics have
been collected by Vice-Consul Arnold,
at Foo-Chow, concerning the great
decline in China's tea trade. From
1878, when tea was first introduced
into England, until 1887 China held ex-
clusively the tea trade of the world.
Then India began to enter the tea
market. The Chinese trade reached
high tide in 1886, with a total export
of 30,000,000 pounds. In 1884 China
furnished about 72 per cent of the
world's total, India and Ceylon 18 per
cent. But in 1904, when the total con-
sumption had increased to 64,000,000
pounds, China contributed only 20 per
cent, India and Ceylon 60 per cent.
Japan and Formosa 10 per cent. The
decline in China is ascribed to care-
less methods of cultivation and pre-
paration of the leaf.

Why Scotch Whisky Is Smoky.

Everyone who has drunk Scotch
whisky has noticed its smoky flavor.
A whisky salesman from Glasgow,
Scotland, was asked what caused this
smoky taste.

"After the germination of the malt
is complete," he answered, "the malt
is dried by being spread upon a per-
forated tile or wire floor over an open
fire of peat and anthracite coal or
coke. The peat is specially prepared
and is kept dry for a year before us-
ing. The emanations from the smol-
dering peat are absorbed by the malt,
subsequently dissolved into mash and
pass over into the distillate, imparting
to it the much prized smoky flavor so
well known in all Scotch whiskies."

British Motor Car Industry.

The motor car industry bids fair
to become one of our most important
manufacturing industries. It may be
estimated that the amount of capital
now invested in the industry well ex-
ceeds \$58,398,000, and the total out-
put of vehicles of all kinds by British
manufacturers for the current year
can not fall far short of 18,000, with
an approximate value of \$21,899,250.—
London Economist.

Banknote Centuries Old.

The oldest banknote is in the Asi-
atic museum of St. Petersburg. It
was issued by the Chinese govern-
ment and dates from the year 1309
B. C.

INTERESTING STATE NEWS

CANDIDATES FOR SHORT TERMS

Are Out For Places on State Board
of Agriculture.

Columbus, O.—The Ohio Short-Horn
Breeders' association elected these of-
ficers: President, Thomas Johnson,
Columbus; vice president, Joseph F.
Staley, Sidney; secretary and treas-
urer, H. C. Carpenter, Mansfield.

At the meeting of the Ohio State
association of presidents and secretar-
ies of fairs the old officers were re-
elected as follows: President, Charles
H. Ganson, Urbana; vice president, J.
E. Russell, Sidney, and secretary and
treasurer, George W. Carey, Lebanon.

The active campaign for mem-
bership on the state board of agriculture
continues. It is predicted that Chas.
Ganson and A. P. Sandies will be elec-
ted to the long term to succeed them-
selves. As to the short terms to fill
the vacancies caused by the resigna-
tion of Thomas Calvert and the death
of R. C. Hinsdale there are a half-do-
zen candidates in the field.

RESIGNED

The Secretaryship of the Dayton Gas
Company.

Dayton, O.—Secretary George M.
Smart, of the Dayton Gas, Light and
Coke Co., tendered his resignation at
the last meeting of the old board of
directors of the corporation. The new
directors elected R. R. Dickey, Jr.,
president; W. K. Callahan, vice presi-
dent; W. B. Gehhart, secretary. An
executive committee was chosen, com-
prising, in addition to the above offi-
cers, O. I. Gunckel. The salary of the
office of secretary was reduced to \$200
per annum. In the future the sole du-
ties of the office will be to record the
meetings of the board of directors, the
executive and administrative authority
being removed. The new executive
committee was authorized to take ap-
propriate action with reference to re-
cent disclosures of a shortage.

KILLS TWO WOMEN

With a Knife and Then Fires Shot
Into His Own Brain.

Barton, O.—His wife and stepdaugh-
ter were murdered with a butcher
knife by Alex. Ballant, 52, Wednesday
night. Ballant committed suicide by
shooting himself with a shotgun. The
bodies of the three victims of the tragedy
were found by neighbors Thursday.
Mrs. Ballant had money in Hungary,
which Ballant wanted turned over to
him, it is thought. They are known to
have quarrelled frequently over the
matter.

The girl was 16. She had spent six
years in a Columbus (O.) convent, and
returned home but a few weeks ago.

To Help Him Reform.